

Mastercard's journey to sustained excellence in the face of rapid change

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COPC is a global consultancy relentlessly focused on improving contact center operations and the customer experience.

Kyle Kennedy

President and CEO



Mastercard is powering economies, empowering people and building a sustainable economy where everyone prospers.

Lance Gruner

Executive Vice President,
Global Customer Care

Mastercard selected the COPC Framework and Certification to improve the customer and employee experience.

They focused on three priorities:

1

Improve communication through a global organization

2

Simplify processes & personalize experiences to drive loyalty for Mastercard

3

Comprehensive training to empower employees



The Mastercard Journey to COPC Certification

1

Leaders and managers sent to COPC training

2

COPC assessment and gap analysis of core functions

3

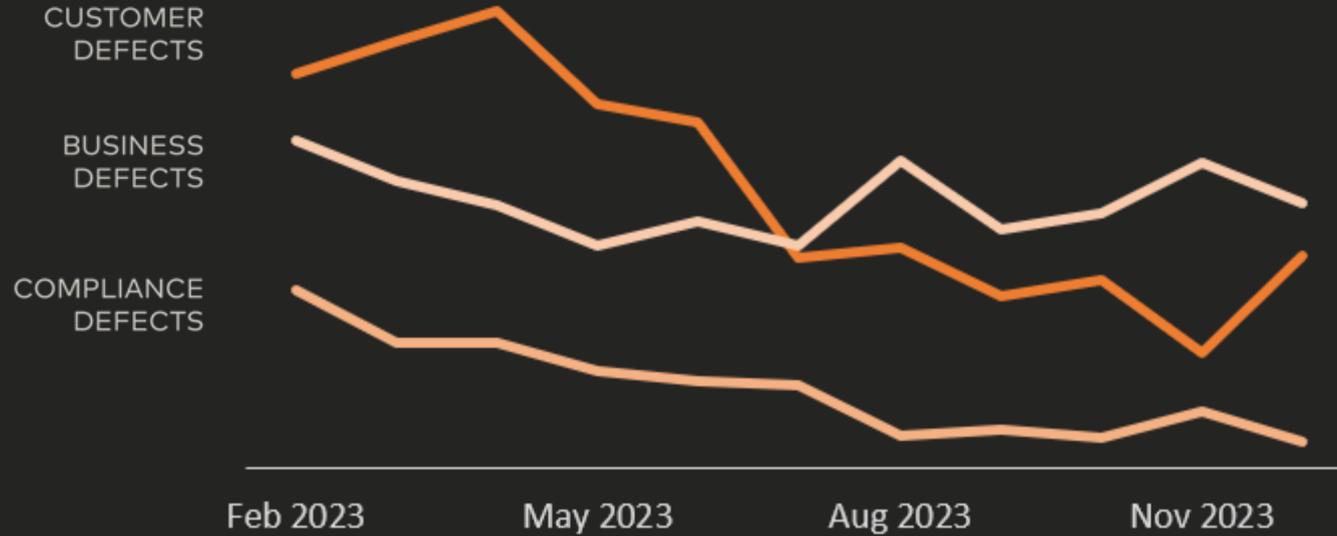
Mastercard and COPC improvement partnership

4

Mastercard earns certification!



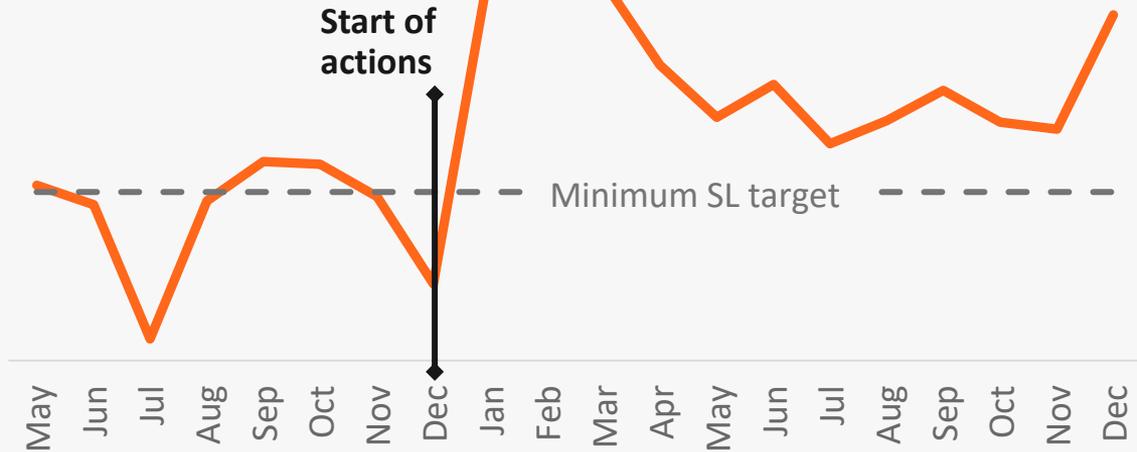
Quality redesign and improvements



Results: Reduced call volume and escalations!

Using best practices, Mastercard designed and formalized forecasting and partner communication improvements to improve service.

Service Level Performance



Accomplished without adding headcount or costs





Thank you!